



Apple Vacations Response to Milwaukee Journal Mexico article of June 27, 2018

As you know, Apple Vacations is committed to delivering a perfect vacation experience for our shared clients. Any circumstance that detracts from that is one that we take very seriously. However, as we have shared in the past, it is our opinion that recent US media coverage has inaccurately characterized issues in Mexico, particularly with regard to allegations of “tainted” or “contaminated” alcohol. To date, no evidence has ever been presented to us, area health care providers, or the Mexican authorities that “tainted” or “contaminated” alcohol has ever been served on our properties.

It is not uncommon for travelers on a relaxing vacation to occasionally overindulge in food, sun exposure and alcohol consumption, which combined in any manner may cause illness to occur. Additionally, guests may also drink in combination with over-the-counter or prescription drugs, which can have adverse health effects.

Additionally, media reports have suggested that travel agents have a legal responsibility to warn their clients of potential dangers at resorts in Mexico but industry lawyers disagree, saying that agents do not have a legal duty to disclose the types of alleged incidents cited in media coverage. According to industry lawyer Mark Pestronk, Travel Weekly's Legal Briefs columnist, "[Travel and booking agents should] just say, when it comes to Mexico, 'Take a look at this link at the State Department that tells you everything that there is to know. The travel agent has disclosed everything that the travel agent knows and everything that a reasonable consumer should know. Therefore, the travel agent is not going to be liable for failure to warn.'" (source: [Travel Weekly](#))

We continue to believe that the major tourist resort areas of Mexico today are some of the world's most safe and secure destinations. We remind you that 94 percent of all U.S. tourists reported that their trip to Mexico exceeded expectations, according to the Mexico Tourism Board. As significant, it also noted that 86 percent said they would like to come back again in the next six months ([source](#)).

Thank you for your continued partnership and support.